

Philip Hano Company, inc. BUSINESS FORMS SINCE 1888  
H O L Y O K E , M A S S A C H U S E T T S 0 1 0 4 2

GUIDE TO SELLING HANO "DATA-LITE" FORMS

Note: This Sales Guide is intended to present an organized approach to selling Hano "Data-Lite" Forms. The Guide outlines the product, its utility, and the market.

"DATA-LITE" DEFINED

"Data-Lite" involves use of three-dimensional design (showing length, width, and depth) in the form area containing basic data to be highlighted. Quick, accurate pickoff by a record-keeper or clerk is the result.

THE UTILITY AND MARKET

"Data-Lite's" utility is particularly valuable on source documents used in billing and cost departments where the keypunch operator can select and pick off necessary information with ease.

Billing Department - For example, your customer can use "Data-Lite" to spotlight the following:

1. Invoice number (may be confused with numerical date).
2. Prompt pay discount (if not highlighted, the keypunch operator has a tendency to overlook this).
3. Net amount (may be confused with list total).
4. Purchase order number (may be confused with invoice number).
5. Department charged (may be overlooked).

Cost Department - On time sheets, the following column headings can be highlighted for fast and accurate hand-sorting or key punching:

- |                            |                 |
|----------------------------|-----------------|
| 1. Department hours        | 4. Hours worked |
| 2. Employee's clock number | 5. Labor cost   |
| 3. Job number              |                 |

Insurance companies can use "Data-Lite" on claims forms to spotlight the following for later keypunching:

- |                    |                      |
|--------------------|----------------------|
| 1. Policy number   | 3. Type of claim     |
| 2. Amount of claim | 4. Geographical area |

(Continued on reverse side)

Public utility firms may want to spotlight (on their returned invoices) the following:

- |   |             |
|---|-------------|
| 1. Account number   | 5. Discount |
| 2. Route number   | 6. Amount   |
| 3. Date   |             |
| 4. Type of utility or service offered (for example,<br>a gas and electric company). |             |

On sales analysis forms, "Data-Lite" can be used as an alternative to Hano's "Verti-Bar" (shaded columns - both vertical and horizontal - in nonadjacent but related columns).

"Data-Lite" can also be used to spotlight information in other areas of a form:

Purchase Orders

1. Purchase order number (for identification at payment time).
2. Receiving department hours (to avoid futile after-hours delivery attempts).
3. Terms and conditions - Some uses follow:\*
- a. A specific number of copies of the invoice may be requested.
- b. A specific individual may be designated as recipient of the invoice.

\*If not highlighted, these areas often are overlooked. Adverse results include refusal to accept received shipments, and returning of invoices, unhonored.

"Data-Lite" is available on all size and style printed Snap-A-Parts and Tabulating Forms. Each part of multi-part sets can have its own "Data-Lite" area. Only one color printing is necessary.

Speed and accuracy are important for your customer's keypunch pickoff, department posting or other record keeping. "Data-Lite" makes only important data stand out.

Your customer will want to know more about Hano "Data-Lite" which is also an excellent door-opener for your calls on prospects.

Why wait for your customer to ask for three dimensional column headings? Why not suggest Hano "Data-Lite" even before the idea occurs to him? It's sure to make a favorable impression.

"Data-Lite" can HELP YOU HELP YOUR CUSTOMERS, and can lead to NEW BUSINESS!

**This Advertisement Appears in Business Automation,  
Data Processing, and Business Forms Reporter**

If speed and accuracy are important for your key-punch pick-off, departmental posting, or report reading, then you'll want to use . . .

# DATA-LITE

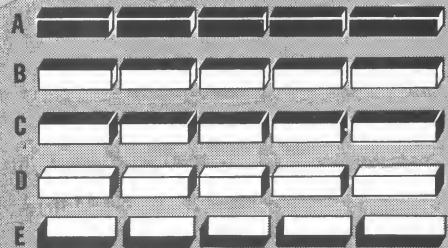
## Forms by Hano

New 3-D concept  
highlights basic  
data for quick,  
accurate pick-  
off by any  
action clerk  
or report  
analyst.

### NEW Hano DATA-LITE . . .

forms are the modern efficiency forms. Based on proven rules of visual communication, Data-Lite forms make only important data stand out. Each part of multipart sets can have its own Data-Lite area. Only one color printing is necessary. Any business form may be designed with Data-Lite. If speed and accuracy are important to you, ask for Hano Data-Lite samples today

**Your Choice of  
5 DATA-LITE Styles**



**Philip Hano Company INCORPORATED**  
Business Forms Since 1888  
MAIN OFFICE: Holyoke, Massachusetts

# DATA-LITE

## Forms by Hano

**FORM HEADINGS —**  
Important Instructions  
concerning ordered items  
can be highlighted.

**RAINS — INTERCEPTORS  
IMAGE SPECIALTIES**

CK RD., NEW MARKET, N. J.  
MARKET, N. J. - 08854

**PURCHASE ORDER No.**

THIS ORDER NUMBER  
MUST APPEAR ON ALL  
INVOICES, PACKAGES,  
SHIPPING PAPERS AND  
CORRESPONDENCE.

DATE	INVOICE NO.	CUST. NO.	F. O. B.	TERMS. NET - 10th OF FOLLOWING MONTH	
				DISCOUNT EXPIRATION DATE	
QUAN. ORD.	QUAN. SHIPPED	DESCRIPTION		UNIT PRICE	AMOUNT

**COLUMN HEADINGS —** "Data-Lite" greatly  
facilitates keypunch pickoff; operator can select  
pertinent information with ease.

KEYPUNCH			
COMMODITY CODE   CL.		ACCOUNT NO.	
ITEM	QUANTITY	DATE VENDOR PROMISED	DATE REQUIRED

**RECEIVING HOURS** can be  
highlighted.

JAY R. SMITH MFG. CO.

By \_\_\_\_\_

**GOODS RECEIVED FROM  
7:00 A.M. to 2:00 P.M. ONLY**

**PLEASE PAY THIS INVOICE AMOUNT** →

CE IS RENDERED SUBJECT TO THE CONDITIONS  
INTED ON THE REVERSE SIDE HEREOF.

**AMOUNT TO BE PAID —**  
"Data-Lite" makes amount  
stand out.





PURCHASE ORDER  
**CONN. STAMPING & BENDING CO.**  
206 NEWINGTON AVE. NEW BRITAIN, CONN. 06050

**E 4119**

THE ABOVE NUMBER MUST  
APPEAR ON ALL INVOICES,  
PACKAGES, PACKING SLIPS,  
SHIPPING PAPERS AND COR-  
RESPONDENCE.

SHIP VIA:

F.O.B.

TERMS:

DATE

INVOICES LACKING TERMS WILL BE DISCOUNTED 2% 10TH PROX.

QUANTITY	DESCRIPTION	PRICE
SUBMIT INVOICES IN DUPLICATE		

If this request is not complied with, your invoice will be returned. On anything shipped after the 25th of the month, please date invoice first of following month or hold shipment until following month.

PRICES SHOWN ON THIS ORDER ARE THOSE AGREED UPON  
AND ARE NOT SUBJECT TO INCREASE, NOR ARE THEY  
SUBJECT TO ANY FEDERAL OR STATE TAXES UNLESS  
SPECIFICALLY AUTHORIZED IN WRITING BY THE PURCHAS-  
ING DEPARTMENT.

THE CONNECTICUT STAMPING & BENDING CO.

By \_\_\_\_\_  
PURCHASING AGENT

**INVOICE**



155 SUMMER ST. WORCESTER, MASS. 01601



SOLD  
TO

SHIP  
TO

SHIPPED VIA

CUSTOMER ORDER NO. AND DATE

DATE SHIPPED \_\_\_\_\_

DIRECT ORDER

H

DATE \_\_\_\_\_

MO.	DAY	YR.
-----	-----	-----

CREDIT APPROVAL

[illegible]

## DIRECT ORDER FORM